LEO BURNETT COMPANY, *Inc.*
Ad No. 2409C—Req. No. 78045—Sitting Cowboy—Page—2/C—7⅛ x 9¾ in.—Major League Baseball Programs, 1971 (A)
Printed in U.S.A.

Come to where the flavor is.

Come to Marlboro Country.

Kings: 20 mg. "tar," 1.3 mg. nicotine—
Kings: (Box) 19 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Nov.'70

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